

# Best Wishes—

for a very Happy and Prosperous New Year

CLEANING PRESSING **PECK'S** TAILORING MEN'S WEAR  
108 S. Woodward

FOR AS LOW AS

# \$8.19

DELIVERED IN BIRMINGHAM  
STATE TAX EXTRA

## YOU CAN BUY AN OLDSMOBILE

NOWHERE ELSE CAN MONEY BUY SO MUCH!

### These "BEFORE AND AFTER" figures

show the results achieved by

## Better Lighting!

TYPE OF BUSINESS	WINDOW LIGHTING BEFORE		WINDOW LIGHTING AFTER		TYPE OF BUSINESS	INTERIOR LIGHTING BEFORE		INTERIOR LIGHTING AFTER	
	% Looking	% Shopping	% Looking	% Shopping		% Looking at Display	% Looking at Display		
Shoe Store	30.4	12.8	55.3	19.9	Drug Store	10.0	47.0		
Women's Specialty Shop	31.0	12.3	48.0	17.9	Men's Hats	16.0	30.0		
Department Store	53.7	16.2	60.3	21.8	Women's Specialty Shop	19.9	24.9		
Men's Furnishings	33.2	12.4	43.9	14.9	Men's Ties	30.1	40.2		
Hardware Store	39.6	8.7	55.6	15.4	Department Store	18.8	30.7		
Women's Dress Shop	27.5	9.6	39.5	14.8	Hardware Store	6.8	8.9		

Improved lighting attracts more customers

HERE is an interesting table of figures. It is interesting because it applies to YOU. It shows how small stores—both large and small—have used better lighting to attract more customers and increase sales. What these stores have done, YOU can do.

The left half of the table deals with show-window lighting, the right half with interior lighting designed to draw attention to a particular display inside the store. The percentage of people attracted BEFORE and AFTER improved lighting was installed is highly significant. Increases of fifty to one hundred per cent have been achieved at only a nominal cost for lighting.

The figures above are not guesswork. They are the result of an accurate check in a

number of representative retail stores. And they show that light will work effectively no matter what the type of merchandise sold. Lighting has boosted the sales of gasoline, women's hats, groceries and meats, shoes, hardware, men's furnishings and a hundred other different items. You can make lighting an investment, returning good dividends. Improved lighting pays its own way.

There is no charge for the expert advice and services of a Detroit Edison lighting engineer. He is skilled in every phase of making LIGHT do a good selling job. We shall be glad to send one of our engineers, at your request, to look over your store lighting. He may be able to give you helpful suggestions. Call your Detroit Edison office.

### THE DETROIT EDISON COMPANY

### Ghione To Conduct On Federation Night

Thursday evening, Jan. 6, the Detroit Symphony Orchestra and the Michigan Federation of Music Clubs will join in an important event. It is to be "Federation Night" at the regular Symphony concert in Orchestra Hall, Detroit, with Franco Ghione, the orchestra's new director, conducting. This occasion marks an appropriate association of two of Michigan's outstanding musical organizations. With the exception of season reservations, all tickets will be available to members of the State Federation.

In connection with this event, the midwinter meeting and luncheon of the Board of Directors of the Michigan Federation of Music Clubs will be held in Detroit on that day, with Mrs. I. B. Gilbert of Flint, State President, presiding.

Guests for this concert include Mrs. Gilbert, Mrs. Dudley C. Hay of Detroit, president of the Women's Association of the Symphony, Mrs. Bliss B. Wells of Pontiac and Mrs. Christian Herrmann of Lansing, vice-presidents of the State Federation of Music Clubs; and Mrs. Theodore O. Leonard, Jr. of Detroit, President of Tuesday Musicales, and general ticket chairman for this event.

STATE OF MICHIGAN—The Probate Court for the County of Oakland.

At a session of said Court, held at the Probate Office in the City of Pontiac, Michigan, on the 31st day of December, A. D. 1937.

Present: Hon. James H. Lynch, Judge of Probate.

In the Matter of the Estate of John Pathebt, deceased.

Hattie Blakely, executrix of said estate, having filed in said court a petition praying that the time for the presentation of claims against said estate be limited and that a time and place be appointed to receive, examine and adjust all claims and demands against said deceased and before said court.

It is Ordered, that four months from this date be allowed for creditors to present claims against said estate.

It is Further Ordered, that the 2nd day of May, 1938, at nine o'clock in the forenoon, at said probate office, be and is hereby appointed for the examination and adjustment of all claims against said deceased.

JAMES H. LYNCH, Judge of Probate.

A True Copy, FLORENCE DOTY, Register of Probate.

Hattie Blakely, 277 E. Lincoln, Birmingham, Michigan.

37-38-39

### TWO IN ONE

Just 365 days from today we'll be saying to each other: "New Year's Eve again! Just think, 1938! How time seems like only yesterday everyone was waiting for 1938. And now, that's over. Poor old 1938. Not such a bad year. All things considered. How it started. What a headache a year everyone thought it would turn out to be."

"Remember how it came limping in, all broken out with Japanese measles. We didn't know so much about Japanese measles—all we remembered was that the world caught the German measles back in 1917.

"Well, anyway, when we opened the door to let 1937 out with a parting push, there stood 1938, crying. We said, 'What's the matter?'

"I want to come in," it sobbed, "and nobody wants me."

"Well, you don't look so good. In fact, you look pretty bad indeed," it pleaded, "I'm going to be a good year, if you'll just let me come in. I won't start any trouble. Honest, I won't."

"Let us see what you have in your pockets—for all we know, you might be bringing a war into the house with you, or maybe you have a package of labor troubles in one of those bulging pockets. That sort of stuff is just like mud on clean rug, so you can leave it right outside. Chuck war and discord out into space. Nobody wants either one.

"Then we were a little sorry we'd been so cross, poor little 1938 began to cry.

"Honest, I don't know what's in all these packages any more than you do. Some are presents—things to make people happy, I know that! At least, I'm pretty sure that everything I bring in won't be bad. There have to be some good things about every year. Well, I'm bringing my share."

"But don't misunderstand me, I'm not trying to tell you that I'm the best year ever; I'm not trying to sell you on the idea that I'm going to solve all your problems and bring an end to your troubles. That's asking too much of any one year.

"You see, it's like this, we years all string along together and divide things up. Some of us just have to bring more hard luck than others, but it works the other way too, some of us bring more happiness than others. If you figure it the way we do, it will balance in the end.

"All we ask is that you give us a chance. Put a little faith in us at the beginning. If you want to be happy, don't expect too much of us years, take us as we come along, and don't be too bitter when you're disappointed in us. Now I felt a little sorry for my Pal old '37 when he came out. Maybe you noticed how sad he looked.

"You see he lost his dog, Prosperity. When he started out, he had Prosperity with him, and everybody was happy. Then something happened, I guess Prosperity must have turned the wrong corner, anyway he got lost, and everyone blamed 1937. Now that's not fair.

"I know I don't look so good, all broken out with war rash, but let me come in—maybe it's contagious, maybe it isn't, I don't know, anyway it's up to you whether you catch it or not. You might try to cure me, though, please, please let me come in."

"So we brought 1938 in—remember—and we found him very much like his brothers. He had his good points and bad ones too, just like all the other years. But we think one reason why we found happiness with him was because we took his advice when he said:

"If you want to be happy, don't expect too much of us years, take us as we come along."

"So let's try the same with 1939!"

Budgets! They've been haunting us ever since that fatal password, "Christmas Shopping" became the order of the day. And now we're going to write a whole column about 'em.

Perhaps we have budgets on the brain, but we do think, with Christmas hardly over and New Year's week ahead, that something should be done about budgeting one's time. And our platform is that it would save money, temper the mood and heal the heart, not to mention energy, peace-of-mind, family relations and what have you. If you don't believe it, just fall into the nearest chair and take a minute to review this season of Peace on Earth, Good Will Towards Men.

We affirm that there may be quite too many goings-on during these two weeks, for any Peace at all, either to hosts or guests, and by the time you've looked at the list of parties burns inflicted on your home; nursed yourself and the family through mild or acute indigestion, induced by too much strange food at odd times; danced yourself to a frazzle at night, and attended open-houses or even the office, all day, we think one reason why we'll agree with us, that there's not much Good

Will left either with the youngest members of the family. When they embark on Christmas vacation, they're so glad to be out of school for a while that they are even noisier than ever. Of course they stay up later than usual, to see Mother and Daddy get dressed for the party or to show off for your company or to wait for Santa Claus. By the day after Christmas the poor parents are upset to enjoy their new toys, and this usually time all the time until school begins, and they can get into the routine again.

If your offspring are collegiate, the situation is the same, only worse. They're exhausted by the extra load of studies and parties just before vacation, before they ever reach home. Besides the excitement of return, they have a thousand and one resolutions with all their pals. And then the parties start! Being up all night, it's only natural that they should sail wood all day. And then the parents blame them for not staying home more often, or for not rising and spreading cheer when they ARE home! The sad part is that before vacation began, the aforesaid parents were bubbling over with joy that so much had been planned for the youngsters.

That's Mother, having her own troubles. Ten to one, they've spent so much on everyone else that it's a real pain to find funds to supply themselves with the necessary clothes, household equipment and refreshments for all the entertaining. They can't even relax like the children do, for the household and the office have an unpleasant habit of needing attention, no matter what the season is. So they follow the example of all their friends, and the parents blame them for not staying home more often, or for not rising and spreading cheer when they ARE home! The sad part is that before vacation began, the aforesaid parents were bubbling over with joy that so much had been planned for the youngsters.

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That's how it goes, for every family in town, all during the holidays. And somehow, in the course of all the merriment, all the bloom is rubbed off. Time budgeting would mean fewer parties, but what fun is there in propping open your aching eyes? What fun is there in ANYTHING, by the time it's all over? And how will you amuse yourself for the rest of the year if you blow everything in during the holidays?

STATE OF MICHIGAN—The Probate Court for the County of Oakland.

At a session of said Court, held at the Probate Office in the City of Pontiac, Michigan, on the 31st day of December, A. D. 1937.

Present: Hon. James H. Lynch, Judge of Probate.

In the Matter of the Estate of August Van Flieteren, deceased.

Robert Van Flieteren having filed a petition praying that the time for the presentation of claims against said estate be limited and that a time and place be appointed to receive, examine and adjust all claims and demands against said deceased and before said court.

It is Ordered, that four months from this date be allowed for creditors to present claims against said estate.

It is Further Ordered, that the 15th day of January, A. D. 1938, at 9 o'clock in the forenoon, Eastern Standard Time, at said probate office, be and is hereby appointed for the examination and adjustment of all claims against said deceased.

JAMES H. LYNCH, Judge of Probate.

A True Copy, FLORENCE DOTY, Register of Probate.

Robert Van Flieteren, 121 Beaumont Ave., Royal Oak, Michigan.

37-38-39

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## LATONIA CLUB, SPARKLING GINGERALE

ALIVE! BUBBLING LATONIA CLUB KEEPS ITS SPARKLE TO THE LAST DROP! ALSO CARBONATED WATER AND PURE FRUIT FLAVORS!

# 4 large bottles 29c

12 LARGE BOTTLES 85c

### MORE NEW YEAR'S PARTY SUGGESTIONS!

COUNTRY CLUB, PURE TOMATO FLAVOR  
**TOMATO JUICE** . 3 TALL 24-OZ. CANS 25c

DOLE, FAMOUS NATURAL  
**PINEAPPLE JUICE** . 46-OZ. CAN 29c

ARMOUR'S STAR, READY-TO-SERVE  
**CORNERED BEEF** . 2 REG. CANS 35c

EMBASSY, ZESTFUL FLAVOR, PREPARED  
**MUSTARD** . JUST THE THING FOR THOSE PARTY SANDWICHES . QT. JAR 10c

COUNTRY CLUB, FRESH ROLL  
**BUTTER** . 1/4-lb. Prints, Lb. 37c LB. ROLL 36c

ALL POPULAR BRANDS  
**CIGARETTES** . carton 1.15

SOFTER TISSUE  
**NORTHERN** . 2 ROLLS 11c

WOMONA, FANCY, LONG, GREEN  
**ASPARAGUS** Garden Flavor 2 No. 2 cans 25c

ALL POPULAR BRANDS  
**CANDY BARS and GUM** . 3 for 10c

DELICIOUS GELATIN DESSERT  
**TWINKLE** . 6 Fruit Flavors . . . 4 pkgs. 19c

COUNTRY CLUB, SMOOTH  
**SALAD DRESSING** . quart jar 33c

BETTER BREW—  
**MARGATE TEA** . . . 1/2 lb. pkgs. 29c

IDEAL FOR BAKING—COCKTAILS  
**MARASCHINO CHERRIES** 5-oz. jar 10c

LA CHOY FOODS!  
La Choy Beans No. 2 9c  
La Choy Chew Meat 5-oz. 19c  
NOODLES 5-oz. 19c  
SAUCE 6-oz. 21c  
La Choy VEGETABLES No. 2 29c  
Chow Mein, Noodle and CHOP SUEY pkg. 27c

WHITE NAPTHA  
**P & G SOAP** 6 LARGE BARS 25c

KIRK'S LAUNDRY WHITE  
**FLAKE SOAP** 6 LARGE BARS 25c

N. B. C. ROYALE ASSORTED COOKIES . . . pkg 27c  
CHICKEN OF THE SEA TUNA FISH . . . 2 cans 29c  
FRESHER, CLOSER RYE BREAD . . . 24-oz. loaf 10c  
FIVE STAR GRACE FRUIT CAKE . . . 2 lb. cake 99c  
LIBBY'S QUEEN OLIVES . . . 10-oz. jar 39c  
GARDNER'S FAMOUS BABY FOODS . . . 3 cans 25c  
JIFFY, SWEET, ORANGE JUICE . . . 12-oz. can 10c

CALIFORNIA SEEDLESS  
**ORANGES** DOZ. 29c

DRINK OF THEIR HEALTHFUL CAR-GO LIQUID SUN-SHINE. PREVENT COLDS WITH ORANGE JUICE!

FAMOUS "MOR-JUCE" VARIETY  
**FLORIDA ORANGES** 126-150 size doz. 29c

EXTRA FANCY, CRISPY, BOXED  
**DELICIOUS APPLES** . 5 lbs. 25c

LARGE JUICY TANGERINES . . . doz 15c  
FANCY, BUNCH CARROTS . . . bunch 5c  
ARIZONA FANCY, CRISP ICEBERG LETTUCE . . . 2 large heads 15c

JUCEFUL, LARGE TEXAS GRAPEFRUIT . . . 5 for 20c  
STRINGLESS GREEN BEANS . . . lb. 12c  
LOUISIANA SHALLOTS GREEN ONIONS . . . bunch 5c

ARMOUR'S STAR, SUGAR-CURED, SMOKED  
**HAMS** . . . SHANK HALF . . . LB. 27c

TENDER, FLAVORY, LEAN  
**PORK LOIN ROAST** . . . RIB CUT . . . lb 19c

CHOICE CUTS, FLAVORY  
**C. Q. CHUCK ROAST** . . . lb 23c

COUNTRY CLUB THURINGER . . . lb 20c  
COUNTRY CLUB, SKINLESS WIENERS . . . lb 27c  
COUNTRY CLUB MINCE MEAT . . . lb 15c

A LARGE SELECTION OF FINEST POULTRY  
Order Now for New Years!

C. Q. BONELESS ROAST ROLLED RIB PINECRAST RABBITS . . . lb 29c  
WILSON'S SLICED BACON . . . lb. layer 35c

## KROGER

BECAUSE of our exclusive Ford Foundation credit we make the smartest guarantee! BUY and Kroger brand with this seal. If it breaks, or returns unused part in original container, We will replace it. \*KROGER in any brand we sell, regardless of price.